

00-C-1540

(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR BILL CAMPBELL

A COMMUNICATION TO APPOINT MS. RONNIE FRENCH TO SERVE AS A MEMBER OF THE MUNICIPAL MARKET BOARD OF DIRECTORS IN THE MARKETING/PUBLIC RELATIONS CATEGORY FOR A TERM OF TWO (2) YEARS.

CONFIRMED BY

OCT 02 2000

COUNCIL

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☐ PERSONAL PAPER REFER

Date Referred

9/18/00

Referred To:

Community Development / Human Resources & COC

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred to _____

Committee C.D. / R	Committee _____
Date 9/27/00	Date _____
Chair Shirley A. Jones	Chair _____
Action Fav, Adv, Hold (see rev. side)	Action: Fav, Adv, Hold (see rev. side)
Other: No Rec.	Other: _____
Members Shirley A. Jones William D. Jones Robert M. Jones Robert M. Jones Robert M. Jones	Members _____
Refer To C.D.	Refer To _____

Committee C.D.	Committee _____
Date 10/2/00	Date _____
Chair Shirley A. Jones	Chair _____
Action: Fav, Adv, Hold (see rev. side)	Action: Fav, Adv, Hold (see rev. side)
Other: _____	Other: _____
Members Shirley A. Jones William D. Jones Robert M. Jones Robert M. Jones Robert M. Jones	Members _____
Refer To C.D.	Refer To _____

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED

CERTIFIED
OCT 2 2000

ATLANTA CITY COUNCIL PRESIDENT

Robert M. Jones

CERTIFIED
OCT 03 2000

Robert Douglas Johnson
MUNICIPAL CLERK

MAYOR'S ACTION



CITY OF ATLANTA

BILL CAMPBELL
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
(404) 330-6100

September 18, 2000

00-C-1540

President Robert Pitts &
Members of Atlanta City Council
55 Trinity Avenue, SW
Atlanta, Georgia 30335

Re: Appointment to the Municipal Market Board of Directors

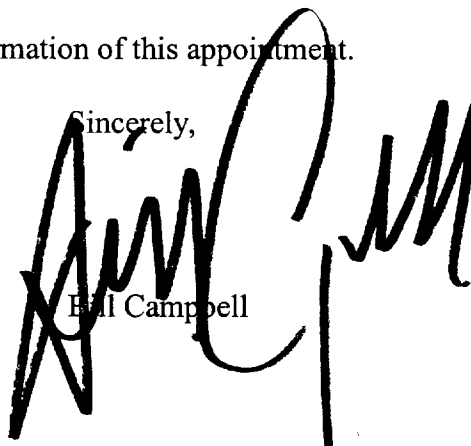
Dear President Pitts and Members of Council:

It is a pleasure for me to appoint **Ms. Ronnie French** to serve as a member of the **Municipal Market Board of Directors** in the **Marketing/public relations** category. This appointment is for a term of two (2) years, scheduled to begin on the date of Council confirmation.

I am certain that Ms. French will serve the city of Atlanta with distinction.

I respectfully urge confirmation of this appointment.

Sincerely,



Bill Campbell

Enclosures

CONFIRMED BY
OCT 02 2000
COUNCIL

E-16

RONNI L. FRENCH

79 Waddell Street, N.E.

Atlanta, Georgia 30307

(404) 688-5732

rfrench@mindspring.com**SUMMARY**

Over twenty-five years experience as a non-profit Administrator and Executive. Outstanding knowledge of and rapport with the Atlanta business community and the community at large. Expertise in collaborative agreements, program origination and development, and organizational skills. Recognized community leader.

PROFESSIONAL EXPERIENCE**ATLANTA DOWNTOWN PARTNERSHIP****1988-PRESENT****President and Founder**

Private, non-profit business organization focused on improvement and marketing of Downtown Atlanta. Responsible for operations, staff and budget supervision, and working committee interface.

- Initiated and managed collaboration between private industry, local and federal government agencies and non-profit organizations, helping to ensure successful revitalization initiatives.
- Developed a business strategy for the development and implementation of programs and projects, including human and financial resources.
- Conducted Downtown Atlanta needs assessments and organized massive volunteer recruitment and training efforts to accomplish revitalization goals.
- Developed special events, which brought metro residents and others to Downtown Atlanta. Created an environment, which allowed residential development to occur, encouraged new retail, and built a sense of community for Downtown.
- Created three organizations (Downtown Restaurant Association, Downtown Neighborhood Association and the Downtown Marketing Alliance) to help continue and expand revitalization efforts.

CENTRAL ATLANTA RETAIL ASSOCIATES (CARA)**1987-1988****Executive Director and Founder**

Private, non-profit business organization providing technical assistance and support for retail activity in the central area of Atlanta.

- Developed the work program, supervised staff, planned and researched activities, identified and recruited leadership.
- Worked closely with local government, retailers and property owners to enhance Downtown as a retail environment.

CENTRAL ATLANTA PROGRESS**1986-87****Intern**

Responsible for management of Retail/Commercial Task Force for major strategic planning program (Central Atlanta Study II).

- Planned and carried out two planning charettes, including identification of consultants, selection of sites, production of final reports, all logistical planning.
- Coordinated briefings for total CAS II Study for the business community and local governments.
- Assisted in the development of the final report, implementation strategies and evaluative tools for the study.

SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS 1970-1986**Commission on Colleges****Coordinator of Administrative Services**

Responsible for organization of Commission, including supervision of staff and development of internal policies and procedures. Served as liaison between Commission on Colleges and other commissions, and other public and private educational agencies and organizations.

- Developed institutional schedules for more than 700 member institutions.
- Managed all meeting planning and conferences, including annual meeting involving more than 4,000 delegates for a four-day program.
- Devised new nomination and election procedures, and redesigned calendar to improve staff and institutional scheduling.

EDUCATION

GEORGIA STATE UNIVERSITY, Atlanta, Georgia
Bachelor of Science, Urban Studies, 1987

CURRENT ACTIVITIES AND AFFILIATIONS

LEADERSHIP ATLANTA: Class of 1991
Program Committee; Selection Committee; Fall Retreat Committee;
Social Committee; Long Range Plan Committee

KIWANIS INTERNATIONAL: Past Lieutenant Governor, Georgia District; Past Club
President; Past District Conference Chair

GEORGIA STATE UNIVERSITY: Alumni Board of Directors; Presidential Scholars
Selection Committee; Student Center Advisory Committee; Diversity Education
Advisory Board

REGIONAL LEADERSHIP INSTITUTE: Class of 1999

ATLANTA INTERNATIONAL MUSEUM OF ART AND DESIGN: Board of Advisors

WREN'S NEST HOUSE MUSEUM: Board of Directors

ATLANTA'S INN FOR CHILDREN: Board of Directors

AWARDS AND REGOGNITIONS

Atlanta Magazine award Women Making Their Mark, 1999

Downtown Shining Star Award - 1998

Georgia State University - Outstanding Alumna,

School of Public and Urban Affairs, 1994;

Social Work Recognition Award, 1998

Kiwanis International-Georgia District Outstanding Kiwanian Award - 1993

RCS# 2265
10/02/00
2:32 PM

Atlanta City Council

Regular Session

MULTIPLE

06-C-1540

Items 5-17 of Appointments to Various
Boards and Commissions
CONFIRM

YEAS: 13
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 1
EXCUSED: 0
ABSENT 2

Y McCarty	B Dorsey	Y Moore	Y Thomas
Y Starnes	Y Woolard	B Martin	Y Emmons
Y Bond	Y Morris	Y Maddox	Y Alexander
Y Winslow	Y Muller	Y Boazman	NV Pitts

MULTIPLE